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Memorandum

TO: BATA Oversight Committee

DATE: February 7, 2013

FR: Executive Director

W. I. 1256

RE: Bay Bridge Opening Plan: Contract to Hartmann Studios (\$5.6 million)

Background

This memo and attachments recommend a plan for the Bay Area Toll Authority (BATA) and our state partners to celebrate the opening of the new East Span of the San Francisco-Oakland Bay Bridge (Bay Bridge). Also included are recommended funding levels and a request to refer to the Authority for approval the authorization for the Executive Director, or his designee, to negotiate and enter into a sole source contract with Hartmann Studios in an amount not to exceed \$5.6 million to provide transportation, operations and public safety services for the opening celebration.

A Historic Milestone and a Cause for Celebration

The governor's Super Bowl Sunday announcement of a planned public celebration to commemorate the opening of the new East Span follows a worldwide tradition of public events to celebrate bridge openings. Here in the Bay Area, this tradition dates to the four-day gala for the 1936 opening of the original Bay Bridge. In 1987, Golden Gate Bridge officials expected no more than 50,000 people to show up for the 50th anniversary of that span's opening. They were wholly unprepared when 800,000 arrived, underscoring the need to be prepared for the level of interest that will be forthcoming.

Anticipating the importance of the East Span opening, BATA, Caltrans and the California Transportation Commission, under the management structure of the Toll Bridge Program Oversight Committee (TBPOC), have been discussing logistical details for a number of opening event options over the past several months. The TBPOC is following a public/private partnership model most recently used by the Golden Gate Bridge District for its 75th Anniversary celebration, under which private donations were raised by a nonprofit working under a memorandum of understanding (MOU) with that bridge.

The TBPOC developed a similar relationship with the Bay Bridge Alliance (BBA), a nonprofit organization dedicated to celebrating the completion of the new East Span, advancing development of the future Gateway Park site, and preserving the legacy of the Bay Bridge and transportation in the Bay Area. BBA entered into a formal MOU with TBPOC in June 2012 (see Attachment A). In November 2012, TBPOC took action to support a proposed series of free public events and private, fee-based events that are outlined in detail below in this memo and its attachments.

Prior to opening the new East Span to motor traffic, the existing Bay Bridge must be closed to traffic in both directions for approximately four days to tie the old bridge into the new one at the Oakland Touchdown and the Yerba Buena Island tunnel (see attachment B). In addition, we propose to conduct a 1.5-day Opening Celebration, including pedestrian access across the westbound lanes of both the new East Span and the West Span, and a planned bridge lighting/ fireworks event. We estimate over 200,000 people might participate in the on-bridge activities such as the public bridge walk, the running events and the bike ride.

Off-bridge activities are planned to accommodate hundreds of thousands of additional participants as well, including attendees at numerous locations for the Sunday Bridge Lighting/ Fireworks display.

Public and Private Funding

Costs are recommended to be split between toll funds and private sponsorships and donations. For the 2003 opening of the new Carquinez Bridge, roughly \$300,000 in toll funds were used to pay for buses, fencing and public facilities, while private funds were raised for the fireworks display and off-site events. Staff recommends BATA follow this precedent by providing public safety and logistical support for the Opening Celebration, and by authorizing the Executive Director or his designee to enter into a contract with BBA's event production contractor, which would in turn contract with appropriate suppliers and vendors.

Specifically, we recommend funding of a public walk to accommodate approximately 125,000 people so it can be a completely free event, including transportation to the start site. Staff recommends all other events, such as the bridge run and bike ride, be operated on a fee-based model and be produced by BBA. While private sponsors will be expected to cover costs associated with private events, some infrastructure and safety costs (see Attachment C) will be shared as these events are woven together in a seamless weekend of celebrations. The TBPOC in November 2012 endorsed the use of seismic program funds to support transportation, operations and public safety (TOPS) costs, to help ensure that public access and public safety are not compromised. Since there is ample funding remaining in the Toll Bridge Seismic Retrofit Program contingency fund, no new source of funding will be needed.

Hartmann Studios Contract

BATA staff, on behalf of the TBPOC, requests that this Committee refer to the Authority for approval the authorization for the Executive Director, or his designee, to negotiate and enter into a sole source contract with Hartmann Studios in an amount not to exceed \$5.6 million to provide the TOPS services necessary to execute the plan approved by the TBPOC in November 2012 for a public/ private partnership to conduct the Opening Celebration. Hartmann will use these funds to procure the goods and services necessary to meet the transportation, operations and certain public safety responsibilities approved by the TBPOC. This will place an experienced firm with a proven record of delivering public events in charge of logistics and relieve BATA of the responsibility for administering scores of individual contracts for motor coaches, barricades, restrooms, waste management and recycling, emergency medical personnel, security services, and the like.

Hartmann is uniquely qualified to execute the Opening Celebration plan. The Richmond-based firm employs over 700 workers, of whom nearly 80 percent reside in the East Bay — with almost 300 in its home city. Hartmann has years of experience working with local governments to successfully and safely produce large public events, including the Giants' World Series victory parades undertaken in collaboration with the City and County of San Francisco in 2010 and 2012. Hartmann is now working with San Francisco to prepare an event plan as part of the city's bid to host the 2016 Super Bowl. Hartmann for the past 12 years also has created Oracle World on Treasure Island and produced an evening event that hosts over 25,000 people. Creating a specialty-built temporary bus terminal on Treasure Island, Hartmann provided over 50,000 transit riders a safe ride to and from San Francisco.

Recommendation



Staff recommends this Committee refer to the Authority for approval the authorization for the Executive Director or his designee to negotiate and enter into a sole source contract with Hartmann Studios in an amount not to exceed \$5.6 million, subject to the approval of BATA Resolution 104, Revised, to provide the transportation, operations and public safety services necessary to execute the Opening Celebration plan approved by the TBPOC in November 2012. Funding for California Highway Patrol services also has been required with previous bridge construction closures in the Bay Area. While we expect the opening weekend will be subject to additional costs for CHP, we propose to handle their costs in the normal course of developing the Seismic Retrofit Program budget for FY 2013-14.



Steve Heminger

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ATTACHMENT B

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Aug 25	Aug 26	Aug 27	Aug 28	Aug 29	Aug 30	Aug 31
			 			
Sep 1	Sep 2 Labor Day	Sep 3	Sep 4	Sep 5	Sep 6	Sep 7
 		 				

Prior to opening the new East Span to traffic, the Bay Bridge must be closed to traffic in both directions for approximately four days to realign the Oakland side approaches to the new East Span. This will require acres of new paving and extensive lane striping, as well as demolition of a portion of the upper deck of the existing bridge to allow for future bicycle/pedestrian access.

As outlined in the table above, the opening of the Bay Bridge on Labor Day weekend will begin with a construction window that starts at Wednesday, August 28th at 8 p.m. with the bridge open to vehicular traffic no later than 5 a.m. on September 3rd, 2013.

ATTACHMENT C

Estimated Toll Funded Element of the Opening Proposal

Transportation Busses/Temp Depots/Staffing	\$1,865,000
Sanitation & recycling	865,000
Fencing/Barricade/Access Control/Security	955,000
Registration & Ticketing Entrance Mgt	510,000
Volunteers (Recruitment, Mgmnt, Meals, transportation)	165,000
EMT/Water Stations/First Aid Stations	121,000
Other Misc. costs	160,000
Subtotal	4,641,000
~20% Contingency	928,200
Total TOPS Costs	\$5,600,000

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